

# The 40 Million People Challenge: Tourism in Japan

Thursday, July 13th 2017 • Ginza Ballroom (3F), The Peninsula, Tokyo  
8.00am Breakfast and Networking • 8.30am: Presentations and Panel, 10.00am End

The number of foreign visitors to Japan is increasing rapidly as Japan starts to ready itself for the 2020 Tokyo Olympics.

Which new business ecosystems might emerge around this influx of tourists and what will it take to succeed in this changing environment? How can Japan become even more attractive to foreign investors and what are the key opportunities in connection with the Integrated Resorts Bill and the Tokyo 2020 Olympics?

Join us as we discuss the challenges and opportunities for the tourism industry in Japan and what kind of spillover effects we can expect for other sectors.

**Note:** These meetings are limited to CEOs or equivalent heads of an organisation - one per company.

To register please contact us at  
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**Moderator:**



Florian Kohlbacher  
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**Speakers:**



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Paul Perriniaux  
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